

Develop a strong value proposition statement: Make every contact count

Part II: Creating your value proposition

JustSell.com defines Value Proposition in their sales glossary as follows: "The specific and definitive offer of value from one organization to another. "

Your value proposition is a powerful tool. It is the first impression a prospect has of your product or service. It provides the attention-grabbing message that compels your prospects to ask for more information.

The first step to creating a strong call-to-action sales and marketing communication is to overview all three categories: features, benefits, and value. To begin, create three separate columns with a heading for each category. List all the features of your product or service.

Features are characteristics or attributes that highlight or give prominence to your product or service. List the distinctive qualities that differentiate you from your competition. For example: Google search engine offers search features such as Trip Planning, Weather, Time, Sports Scores, etc.

Next, list the benefits for each feature you wrote down. Tangible business results and advantages that each feature offers the prospect. They contribute towards improving a specific condition or helping in some other way. For example: The benefits gained by utilizing the Google search engine Trip Planning feature is Airline Travel provides reliable airport information and Currency Conversion provides accurate calculations.

Last, and most importantly, break down each benefit to a specific value that is gained by the prospect. Value is the relationship between the consumer's expectations of the product to the actual amount paid for it, the return on investment, (ROI), which may be expected. Use verbiage that specifically addresses the areas in which your prospect has a need. Whenever possible, use percentage or monetary figures that can be substantiated. If you have not already requested this information from previous clients, now is the time. For example: Google search engine special features allow users to increase the speed with which they are able to obtain information by 25%; decrease administrative time by 10%; increase productivity by 15%, and avoid monies lost due to misinformation.

By developing a strong, accurate and targeted value proposition, you are creating a commitment to your prospects that you must be prepared to stand behind. Whether you are a small business owner or an executive for a large conglomerate, the only method for attracting and maintaining long-term customer relationships is by remaining focused on and actually meeting their needs. It does not matter how many sales you made this week. What truly matters is how many of those customers are going to buy from you again and refer others to you. Create your value proposition today and watch your revenues grow.

"If you work just for the money, you 'll never make it, but if you love what you're doing and you always put the customer first, success will be yours. " Ray Kroc (1902 -1984), founder of McDonald's Corporation

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